

# [ LETTER OF INSTRUCTION NO. 1131, May 20, 1981 ]

TO: Ministry of Public information

WHEREAS, the Government has launched a nationwide educational campaign on the proper use of soybean products, with particular emphasis on Textured Vegetable Protein (TVP) as part of its total effort to encourage TVP consumption among our people in line with the government's program of boosting food production and upgrading the nutrition and quality of health of all Filipinos;

WHEREAS, soybean-based products, particularly Textured Vegetable Protein (TVP) require ample demonstration in the use of its unlimited potentials as an economical food mix, particularly in the Metro-Manila Area where the greatest bulk of consumers are located;

WHEREAS, the proper use of Textured Vegetable Protein (TVP) as a food mix and a meat alternate or extender if and when properly demonstrated to the housewives and consumers would mean a foodsaving of between 50-60% of the value of meat but without sacrificing the high protein content and nutritional value so important for the nourishment of our people particularly during these days when we have to combat international inflationary trends and the effects of worldwide economic recession;

NOW, THEREFORE, I, FERDINAND E. MARCOS, President and Prime Minister of the Philippines, by virtue of the powers vested in me by the Constitution, do hereby issue the following instructions:

1. To give all-out support and complement the efforts of the National Food Authority and the Bureau of Animal Industry which have fielded demonstration teams throughout the Philippines and now Metro-Manila Area in the proper and methodical use of Textured Vegetable Protein (TVP);
2. To arrange with the National Media Production Center and the Broadcast Media Council the use of the media facilities for airing and publishing these educational materials demonstrating the use of TVP free of cost;
3. To render such other support, cooperation and assistance as may be necessary in this educational and demonstration campaign through mass media in the proper use of TVP as an economical food mix and meat alternate to insure that its nutritional benefits redound to the house-wives and our people.

Done in the City of Manila, this 20th day of May, Year of Our Lord, nineteen Hundred and Eighty-One.

**(Sgd.) FERDINAND E. MARCOS**  
President of the Philippines

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